

Message Text

UNCLASSIFIED

PAGE 01 PARIS 12111 172318Z

12

ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 DRC-01 RSC-01 /039 W

----- 067893

R 172032Z MAY 74

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 9255

UNCLAS PARIS 12111

PLEASE PASS COMMERCE

E.O. 11652: N/A

TAGS: BEXP FR

SUBJECT: IN-STORE PROMOTION: AU PRINTEMPS.

REF: STATE 91526; TELCON: VERSCHUUR/JOHNSON 5/17/74.

1. URGENTLY NEED PROPOSED ITINERARY FOR AU PRINTEMPS IN-STORE PROMOTION EXPERT BUYER CHRISTIAN DUBOIS FOR PLANNING U.S. BUYING TRIP JUNE 10 THROUGH 21 TIME FRAME.

2. IN MEETING WITH EMBOFS THIS WEEK AU PRINTEMPS EXECUTIVES CONFIRMED INTENT TO FEATURE THREE WEEK LONG STORE WIDE IN-STORE PROMOTIONS IN AT LEAST TEN MAJOR AU PRINTEMPS DEPARTMENT STORES THROUGHOUT FRANCE IN APRIL OR MAY 1975. LETTER OF INTENT EXPECTED TO BE SIGNED NEXT WEEK.

3. ON BASIS LARGE SCALE NATION WIDE PROMOTION AND IN VIEW MINIMUM F.O.B. PURCHASES TO BE SPECIFIED IN LETTER OF INTENT OF \$ 1.5 MILLION, WHICH AMOUNT IS EXPECTED TO BE SUBSTANTIALLY EXCEEDED, AU PRINTEMPS HAS REQUESTED DOUBLING OF COMMERCE SUPPORT LEVEL TO \$ 50,000.00

4. AU PRINTEMPS MARKETING EXECUTIVES PLAN MASSIVE NATIONAL PUBLICITY CAMPAIGN USING LE FIGARO, FRANCE SOIR, RADIO AND TELEVISION, PRIMARILY THROUGH RADIO-TV LUXEMBOURG

5. GIVEN THE SCOPE OF PROMOTION ENVISAGED, EMBASSY RE-UNCLASSIFIED

UNCLASSIFIED

PAGE 02 PARIS 12111 172318Z

COMMENDS FAVORABLE CONSIDERATION BY COMMERCE OF AU PRIN-

TEMPS' REQUEST TO RAISE LEVEL OF U.S. FINANCIAL SUPPORT.

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 17 MAY 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974PARIS12111
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740123-1234
From: PARIS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740538/aaaabhvd.tel
Line Count: 62
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE 91526; TELCON: VERSCHUUR/JOHNS, ON 5/17/74.
Review Action: RELEASED, APPROVED
Review Authority: boyleja
Review Comment: n/a
Review Content Flags:
Review Date: 29 OCT 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <29 OCT 2002 by elyme>; APPROVED <07 JAN 2003 by boyleja>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: IN-STORE PROMOTION: AU PRINTEMPS.
TAGS: BEXP, FR
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005